



WPTV

ORDER

Print Date 11/20/12

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Flight Dates 10/30/12-11/06/12

Contract / Revision 315779 /

Original Date / Revision
10/24/12 11/05/12

Advertiser Treasure Coast Jobs Coaliti

Agency Smart Media Group

Buying Contact

814 King Street - Suite 400
Alexandria, VA 22314-3039Primary Account Executive
Marta Salazar-Perren

Account Executive	Order%	Start Date	End Date
Marta Salazar-Perren	100%		

Product

TCJC - Treasure Cst. Jbs Coa. FL

Agency Com 15%

Billing Contact

814 King Street - Suite 400
Alexandria, VA 22314-3039

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:20:00

Estimate # C30N06

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL ISS

Product Codes PL

Priority P-2

Advertiser Ref

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WFGC	%	
WFLX	%	
WPBF	%	
WPEC	%	
WPPB	%	
WPXP	%	
WTCE	%	
WTCN	%	
WTVX	%	
WXEL	%	

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
November 2012	40	\$79,645.00	\$93,700.00	0.00	10/29/12	11/06/12	40	\$79,645.00	\$93,700.00
Totals	40	\$79,645.00	\$93,700.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
N 1	WPTV	10/30/12	11/05/12	M-F 12-1pm M-F 12n-1p	CM	12-1p	11111--	:30	5	\$650.00	P-2	0.00	NM	5	\$3,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/30/12	11/05/12	11111--		5		\$650.00		0.00					
N 2	WPTV	10/30/12	11/05/12	M-F 4p-5p M-F 4p-5p	CM	4-5p	11-11--	:30	4	\$850.00	P-2	0.00	NM	4	\$3,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/30/12	11/05/12	11-11--		4		\$850.00		0.00					
N 3	WPTV	10/30/12	11/05/12	M-F 5-6a M-F 5-6a	CM	5-6a	11111--	:30	5	\$750.00	P-2	0.00	NM	5	\$3,750.00



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Contract / Revision **315779** Flight Dates **10/30/12-11/06/12**

Hiatus Dates

Original Date / Revision 10/24/12/ 11/05/12

Order Sep 00:20:00

Advertiser **Treasure Coast Jobs Coalit** Product **TCJC - Treasure Cst. Jbs C** Estimate # **C30N06**

														<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 3	WPTV	10/30/12	11/05/12	M-F 5-6a M-F 5-6a	CM	5-6a	11111--	:30	5	\$750.00	P-2	0.00	NM	5	\$3,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	11111--					5	\$750.00		0.00			
N 4	WPTV	11/06/12	11/06/12	M-F 6-7a M-F 6-7a	CM	6-7a	-1-----	:30	1	\$3,500.00	P-2	0.00	NM	1	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/06/12	11/12/12	-1-----					1	\$3,500.00		0.00			
N 5	WPTV	11/06/12	11/06/12	M-F 7-9a M-F 7-9a	CM	7-9a	-1-----	:30	1	\$4,500.00	P-2	0.00	NM	1	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/06/12	11/12/12	-1-----					1	\$4,500.00		0.00			
N 6	WPTV	10/30/12	11/05/12	Sa 6-7a Sa 6-7a	CM	6-7a	-----S-	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	-----S-					1	\$600.00		0.00			
N 7	WPTV	10/30/12	11/05/12	Sa 7-8a Sa 7-8a	CM	7-8a	-----S-	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	-----S-					1	\$1,200.00		0.00			
N 8	WPTV	10/30/12	11/05/12	Sa 8-10a Sa 8-10a	CM	8-10a	-----S-	:30	1	\$2,500.00	P-2	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	-----S-					1	\$2,500.00		0.00			
N 9	WPTV	10/30/12	11/05/12	Su 6-7a Su 6-7a	CM	6-7a	-----S	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	-----S					1	\$500.00		0.00			
N 10	WPTV	10/30/12	11/05/12	M-F 530-6p M-F 530-6p	CM	530-6p	1-1-1--	:30	3	\$3,000.00	P-2	0.00	NM	4	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	1-1-1--					3	\$3,000.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
2	WPTV	10/30/12-11/05/12		M-F 530-6p		530-6p	M-W-F----	:30		(\$3,000.00)		0.00	NM		
See MG 10.4,10.5 [access]															
3	WPTV	10/30/12-11/05/12		M-F 530-6p		530-6p	M-W-F----	:30		(\$3,000.00)		0.00	NM		
See MG 10.6															
4	NPTV	11/02/12-11/02/12		M-F 12-1pm		12-1p	-----F----	:30		\$1,500.00		0.00	NM		
Ⓜ MG for 10.2 11/02															
5	NPTV	10/30/12-11/05/12		Sa 6-7a		6-7a	-----Sa--	:30		\$1,500.00		0.00	NM		
Ⓜ MG for 10.2 11/02															
6	NPTV	11/04/12-11/04/12		Su 6p		6-630p	-----Su	:30		\$3,000.00		0.00	NM		
Ⓜ MG for 10.3 11/05															
N 11	WPTV	10/30/12	11/05/12	Sa 7p News Sa 7p News	CM	7-730pm	-----S-	:30	1	\$2,000.00	P-2	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	-----S-					1	\$2,000.00		0.00			



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Contract / Revision **315779** Flight Dates **10/30/12-11/06/12**

Hiatus Dates

Original Date / Revision 10/24/12/ 11/05/12

Order Sep 00:20:00

Advertiser **Treasure Coast Jobs Coalit** Product **TCJC - Treasure Cst. Jbs C** Estimate # **C30N06**

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N11	WPTV	10/30/12	11/05/12	Sa 7p News Sa 7p News	CM	7-730pm	-----S-	:30	1	\$2,000.00	P-2	0.00 NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/30/12	11/05/12	-----S-	1		\$2,000.00		0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg Type</u>		
1	WPTV	10/30/12-11/05/12		Sa 7p News		7-730pm	-----Sa--	:30		(\$2,000.00)		0.00 NM		
See MG 11.2														
[Sports Late-Run]														
2	NPTV	11/05/12-11/05/12		NewsChannel 5 LN Spcl		1135p-1205a	M-----	:30		\$2,000.00		0.00 NM		
Ⓜ MG for 11.1 11/03														
N12	WPTV	10/30/12	11/05/12	M-F 1135p-1235a M-F 1135p-1235a	CM	1135p-1235a	1---1--	:30	2	\$1,250.00	P-2	0.00 NM	2	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/30/12	11/05/12	1---1--	2		\$1,250.00		0.00					
N13	WPTV	10/30/12	11/05/12	Sa 1130p-1a Sa 1130p-1a	CM	1130p-1a	-----S-	:30	1	\$1,500.00	P-2	0.00 NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/30/12	11/05/12	-----S-	1		\$1,500.00		0.00					
N14	WPTV	10/30/12	11/05/12	M-F 11-1135p M-F 11-1135p	CM	11-1135p	11-1---	:30	3	\$5,000.00	P-2	0.00 NM	3	\$15,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/30/12	11/05/12	11-1---	3		\$5,000.00		0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg Type</u>		
2	WPTV	10/30/12-11/05/12		M-F 11-1135p		11-1135p	MT-Th----	:30		(\$5,000.00)		0.00 NM		
See MG 14.4														
4	NPTV	10/30/12-11/05/12		M-F 11-1135p		11-1135p	MT---F----	:30		\$5,000.00		0.00 NM		
Ⓜ MG for 14.2 11/01														
[mg to fri]														
N15	WPTV	10/30/12	11/05/12	Sa 11-1130P Sa 11-1130p	CM	11-1130p	-----S-	:30	1	\$5,000.00	P-2	0.00 NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/30/12	11/05/12	-----S-	1		\$5,000.00		0.00					
N16	WPTV	10/30/12	11/05/12	Saturday Prime C l&o:svu	CM	10-11p	-----S-	:30	1	\$1,000.00	P-2	0.00 NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/30/12	11/05/12	-----S-	1		\$1,000.00		0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg Type</u>		
1	WPTV	10/30/12-11/05/12		Saturday Prime C		10-11p	-----Sa--	:30		(\$1,000.00)		0.00 NM		
See MG 16.2														
2	NPTV	11/03/12-11/03/12		NBC Saturday Prime		9-11p	(9:00 PM-11:00 PM)-----Sa--	:30		\$1,000.00		0.00 NM		
Ⓜ MG for 16.1 11/03														
[pgm change to Movie: Rudy]														
N17	WPTV	10/30/12	11/05/12	M-F 7-9a M-F 7-9a	CM	7-9a	-1-----	:30	1	\$4,500.00	P-2	0.00 NM	1	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/30/12	11/05/12	-1-----	1		\$4,500.00		0.00					
N19	WPTV	10/31/12	11/05/12	M-F 7-9a M-F 7-9a	CM	7-9a	--111--	:30	3	\$4,500.00	P-2	0.00 NM	3	\$13,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/30/12	11/05/12	--111--	3		\$4,500.00		0.00					
N20	WPTV	10/31/12	11/05/12		CM	1130p-1a	-----S-	:30	1	\$1,500.00	P-2	0.00 NM	1	\$1,500.00



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Hiatus Dates

Original Date / Revision 10/24/12/ 11/05/12

Order Sep 00:20:00

Advertiser **Treasure Coast Jobs Coalit** Product **TCJC - Treasure Cst. Jbs C** Estimate # **C30N06**

														Totals		
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
				Sa 1130p-1a												
				Sa 1130p-1a												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>							
Week:		10/30/12	11/05/12	-----S-	1		\$1,500.00		0.00							
N21	WPTV	10/30/12	10/30/12	M-F 7-730pm News	CM	7-730p	-T-----	:30	1	\$10,000.00	P-2	0.00	NM	1	\$10,000.00	
				M-F 7-730p News												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>							
Week:		10/29/12	11/04/12	-T-----	1		\$10,000.00		0.00							
N22	WPTV	11/04/12	11/04/12	Su 1130p-1205a after NEM		1130p-1205a	-----S	:30	1	\$5,000.00	P-2	0.00	NM	1	\$5,000.00	
				1130p-12x After NFL												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>							
Week:		10/29/12	11/04/12	-----S	1		\$5,000.00		0.00							
Totals														40	\$93,700.00	